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OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

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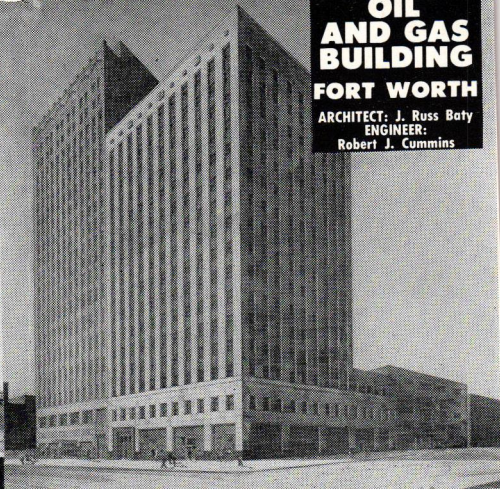
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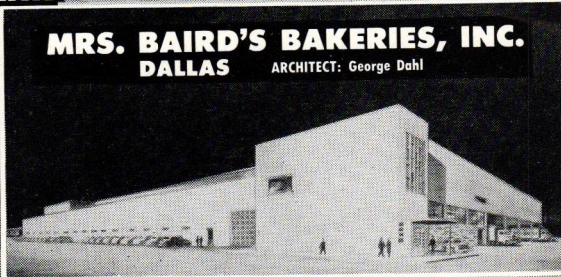
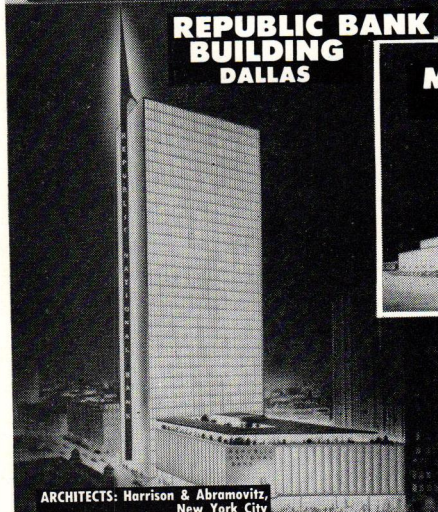
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## THE TEXAS ARCHITECT

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THE TEXAS SOCIETY OF ARCHITECTS

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## LOOKING AHEAD TO 1953

At convention time, it is well to assess what has been accomplished in 1952, and to look ahead into 1953. Without anticipating the report which President Herbert M. Tatum will present to the membership at El Paso, the TEXAS ARCHITECT presents the following analysis. Whatever criticism of the year's activities may be contained is presented in a constructive vein.

First, on the credit side, there have been some significant developments. TSA has increased and solidified its membership while growing into a more closely knit organization. Another year of increasing activity has added to the Society's recognition and acceptance, both in Texas and over the nation. Key committees have accomplished much for their profession.

The TEXAS ARCHITECT is now well established in the dual function assigned to it: serving as an internal publication and making the value of architecture known to the general public and specialized segments thereof. The regular monthly distribution of 7900 free copies is in itself one of the most significant activities carried on by any regional district organization of the American Institute of Architects.

The launching of Texas Architects' Week last April ranks as a most definite accomplishment. It is closely related to one of the really basic objectives of the Society: worthwhile activity at the local Chapter level. This and other projects were carried on in a commendable manner at several points over the state, and drew local and national attention and praise.

A look at the debit side of the picture reveals some significant patterns which can be corrected with great benefit to the Society.

First, there is tremendous discrepancy in the quantity and quality of work done by committees. Some have more than accomplished their objectives. Others, perhaps for excusable reasons, perhaps because of poor organization or negligence, have done almost nothing.

No organization goes forward without effective committee work. Moreover, for real progress, committee functioning must be uniformly good. Some committees set forth their objectives and accomplished them. Others failed, and the Society as a result faces again in 1953 some key problems that should have been well toward solution.

The same situation can be seen in the uneven quality of Chapter activity and accomplishment. Some Chapters are far above the average for work done in 1952. Others trail noticeably behind.

There is no better time to correct these faults than at El Paso. In business sessions there, the Society will recognize both the accomplishments and shortcomings of the year now ending. And at the same time, a fresh course for 1953 can be charted.

Lest it be thought that TA doesn't practice what we preach, the magazine is already taking a long look at past and future alike. Just as the Society itself, TA has a long way to go despite evident progress during 1952.

But for the more complex problems and objectives of TSA as a whole, this should be a good resolution as the membership begins to look toward 1953: Let's bring the level of committee and Chapter activity up to one high standard.



# 1952 CONVENTION OPENS OCTOBER 29

**More Than 200 TSA Members Expected;  
AIA President Stanton Is Keynoter;  
New Mexico Chapter To Attend**

TSA members will head West to the Sunland of El Paso for their 13th annual convention October 29-31, with more than 200 expected to attend.

Glenn Stanton, president of the AIA, is keynote speaker for the three-day session, which opens at 4 p.m. Wednesday, October 29, with registration in the lobby of the Cortez Hotel, convention headquarters. Many members of the New Mexico Chapter are expected at the El Paso meeting, the first ever held in the border city.

## **A. B. Swank, Jr., Chairman**

A. B. Swank, Jr., of Dallas is general chairman and coordinator for the convention. He has been working closely for months with E. W. Carroll and Richard Licht of El Paso, the local co-chairmen, and a group of seven other committeemen in charge. The committee heads are: registration, Percy McGhee; budget, Mr. Carroll, Mr. Licht and Louis Daeuble; reservations and arrangements, Robert Nelson; entertainment, Mr. Daeuble; sergeants-at-arms, Wm. G. Wuehrmann; publicity and programs, J. E. Monroe, Jr.; ladies events, Mrs. J. E. Monroe, Jr.; transportation, Duffy Stanley; seminar, Mr. Carroll; and student competition, Mr. Licht. These committee chairmen have coordinated their efforts with the TSA committees in charge of various convention events, including Charles Granger of Austin, seminar; and Donald Nelson, Dallas, student competition.

## **Fine Convention Indicated**

The El Paso convention promises to be one of the best ever held, both in

program content and in the many entertainment features planned. The featured event, the seminar, is covered in a separate article in this issue. A summary of other events follows.

The registration fee will be \$25 for TSA members and \$10 for ladies. This covers all social events including the President's Dinner and Ball.

A pre-convention cocktail party, for architects and their ladies and guests of the convention, will be held at the Cortez Hotel at 6:00 p.m. Wednesday, October 29.

Registration continues Thursday morning, October 30, with the first session at 10 a.m. This will include the invocation, a welcoming address by Mr. Daeuble, president of the host chapter; greeting from the City of El Paso, the keynote speech by Mr. Stanton, a report by Jack Corgan of Dallas, TSA secretary-treasurer; and the president's annual report by Herbert Tatum of Dallas, who will preside. The session ends with the nomination of 1953 officers.

## **Critique Thursday Afternoon**

The ladies will have a separate luncheon Thursday noon at the El Paso Country Club, while the convention continues with a luncheon meeting at the Cortez Hotel and an address by Carl Hardin of Austin, legal counsel. The first seminar meeting then follows at 2 p.m., and business for the day concludes with a critique of the student design sponsored by the Featherlite Corporation, at 4:30 p.m.

(Continued on Page 16)





Headquarters for the 13th annual convention of the TSA at El Paso October 29-31 is the 11-story Cortez Hotel in the downtown district. One of the landmarks of the border city, the Cortez is the scene of all business sessions and of many of the social events crowded into the two-day convention session.

Arrangements have been made for reservations at the Cortez for all those attending the El Paso convention, unless the convention delegates specifically requested other accommodations.

Overlooking the Plaza, the Cortez is centrally located and is near shopping districts. It is affiliated with the National Hotels which operate the Stephen F. Austin and 17 other hotels in the state.



# EXCELLENT SEMINAR IN PROSPECT AT EL PASO

**Neutra Heads Sessions On Structural Resources;  
Pickens, Meem, Barthelme Also Featured;  
Granger Will Act As Moderator**

The central event of the El Paso convention, the seminar on "Structural Resources for Architectural Design," will feature the internationally-known architect Richard J. Neutra of Los Angeles; the director of the College of Architecture, Tulane University, Buford L. Pickens; a native of Brazil who has served as president of the New Mexico Chapter, A.I.A., John Gaw Meem; and a Houston architect who is on leave from his post as a professor of architecture at the University of Houston, Don Barthelme.

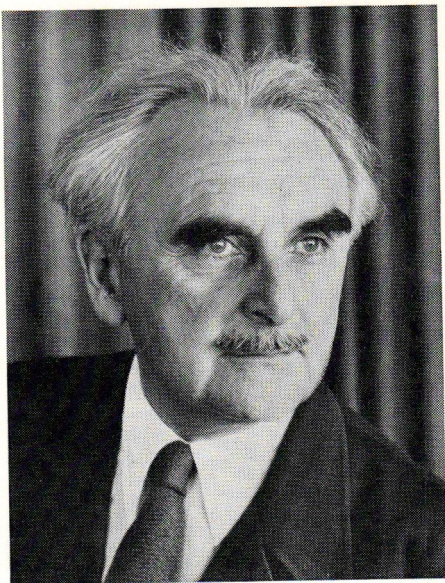
These men, appearing with Charles Granger of Austin, seminar chairman and moderator, are expected to provide one of the finest programs ever presented to a TSA convention audience. The first seminar session, opening at 2 p.m. Thursday, October 30, will have Mr. Neutra as the principal speaker followed by a panel discussion with all five men participating. At the second meeting, set for 9 a.m. Friday, October 31, Mr. Pickens will speak before a final panel discussion.

## **AIA Member Since 1924**

Mr. Neutra, born in 1892, has been in the U. S. since 1923 and has been a member of the A.I.A. for 28 years. He is a U. S. citizen. A graduate of the University of Vienna and post-graduate student at the University of Zurich, he has practiced as an architect, housing expert, city planner, and consultant in Europe, South America, Asia and the following U. S. cities: Chicago, Los Angeles, Dallas, Portland, Ore., and San Francisco. He was made a Fellow of the American Institute of Architects in 1947.

Mr. Neutra has won wide attention for his architectural work and for his

internationally-known surveys on housing conditions in more than 20 foreign nations. He has pioneered in a new type elementary school devoted to activity training, has held U. S. commissions on five Federal housing projects, and designed more than 2100 dwellings in California and Texas alone.



Richard J. Neutra, famed Los Angeles architect, will be the principal speaker at seminar sessions which feature the El Paso convention.

A member of numerous planning boards, he has lectured at Harvard, Princeton, Yale, and many leading universities here and abroad. He is an honorary member of the Royal Institute of British Architects and many other international architectural and planning groups.



### **Author of Textbooks**

Mr. Neutra is the author of many textbooks and commentaries which have been widely published here and abroad. He now has in preparation "Survival Through Design," a book dealing with his physiological approach and principles of design. He has contributed to the Encyclopedia Britannica.

Winner of 42 national and international awards, Mr. Neutra took three national AIA honor awards during 1952. The August 15, 1949, issue of TIME featured his picture on the cover, accompanied by a lengthy article on Mr. Neutra's works.

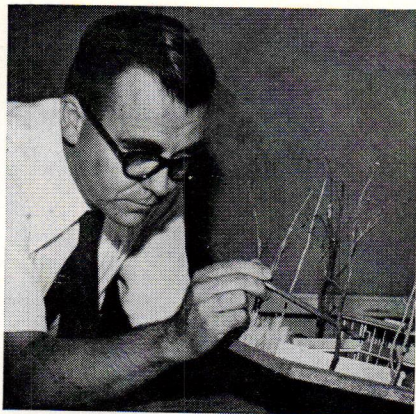
### **Worked in Chicago**

Mr. Pickens, a graduate of the University of Illinois and of the University of Chicago, did eight years of architectural work in Chicago offices before going into residential architecture and consulting on city planning in Detroit and Little Rock, Ark.

Formerly a member of the faculty at Ohio University, Wayne University, and the University of Minnesota, he is the author of articles on architecture and city planning for journals here and abroad. A member of the AIA and College Art Association, he is a former president of the Society of Architectural Historians.

### **Graduate of VMI**

Mr. Meem was born in Pelotas, Brazil, in 1894. He is an American citizen and graduate of VMI. Colorado College awarded him an honorary M.A. in 1936. A practicing architect since 1924, Mr. Meem has designed many well-known buildings in Santa Fe, including the LaFonda Hotel, Cristo Rey Church, and St. Vincent's Hospital. He has been the architect for the University of New



Buford L. Pickens, director of the College of Architecture at Tulane University, is another featured seminar participant. He will be the principal seminar speaker on the final day of the convention.

Mexico since 1933. He has also designed many buildings in Albuquerque, N. M., and in Colorado Springs, Colo. He is chairman of the Santa Fe City Planning Commission.

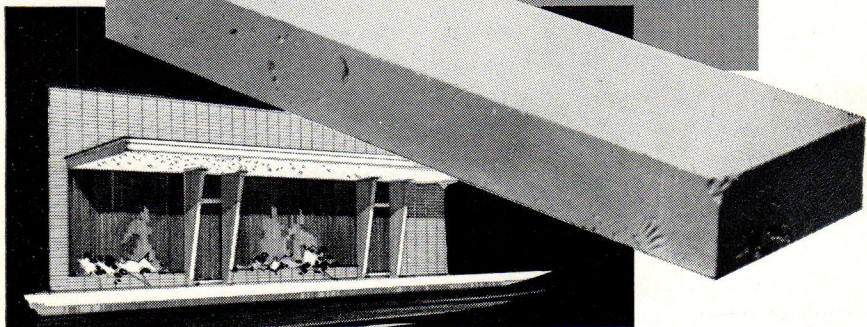
Mr. Meem is a fellow of the American Institute of Architects. He won an international award at the Pan-American Congress of 1940 for his design of the Colorado Springs Fine Arts Center.

### **A Native Texan**

Mr. Barthelme, now on leave as a professor at the University of Houston School of Architecture, is a native Texan, born in 1907 at Galveston. He took his architectural degree at the University of Pennsylvania in 1930, and worked in architectural offices in Philadelphia, Dallas, and Houston before opening his own practice in Galveston in 1935 and in Houston in 1939. He specializes in schools and institutional buildings.



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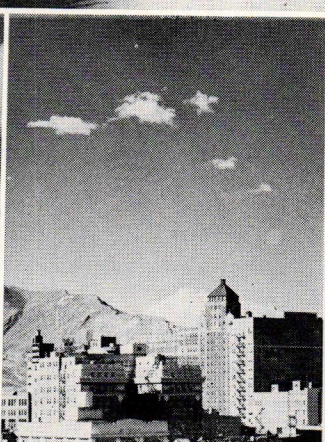
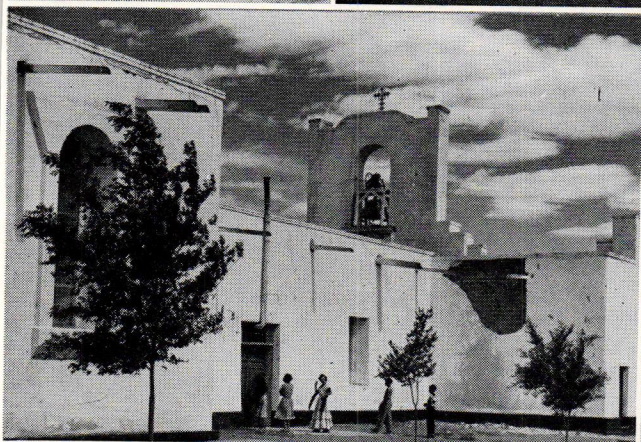
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## EL PASO — CENTER OF THE SUNLAND

These four pictures show some of the attractions which make El Paso one of the most interesting cities in the world and a great tourist center.

At upper left, a matador plants the bandilleros used to weaken the hump or shoulder muscle in the bull, a preliminary stage of a bullfight at Ciudad Juarez across the Rio Grande from El Paso. The picture, taken from the grandstand, indicates that the bull's horns have narrowly missed the toreador. A dinner-dance in Ciudad Juarez will be one of the features of the TSA convention.

At upper right, sunset in the White Sands National Monument about 100 miles north of El Paso, one of the most striking scenes on the continent.

At lower left is Socorro Mission, one of three missions in the El Paso area which were founded in the 1680's by missionary priests who came to the "Pass Of The North."

At lower right is a striking scene of the skyline of downtown El Paso, looking north toward Mount Franklin which dominates the landscape around the city.



# PRESS RELATIONS FOR THE TSA CHAPTER

Good press relations are essential to every public relations program.

Through good press relations, the TSA Chapters are able to obtain newspaper publicity that will provide a better understanding of the architectural profession.

This article is intended to help the Chapter public relations and information chairman in his efforts to publicize Chapter activities.

## What a Newspaper Will Print

News is highly perishable. A story that merits front page attention on one day will be valueless the next. The public relations and information chairman is responsible for getting material to the newspapers while it is news.

Newspapers want to print information that is interesting and useful to their readers. Thus, the more interesting and useful the information, the bigger play it will get.

On special Chapter activities such as an annual architectural exhibit or Texas Architects' Week, the chairman should notify the newspapers well in advance of the event. He should describe to them, either in a letter, by phone, or in a specially-prepared article, **what** will take place, **when** it will happen, **where** it will be staged, **who** is doing it and **how** it will be done. If these facts are established, the information is complete.

In the case of Texas Architects' Week, a specially-prepared press kit will be sent to each Chapter. Let's see, however, how to handle an exhibit.

## News Must Be Concise

The first paragraph of an article on the Chapter exhibit might read like this:

"The Blank Chapter, American Institute of Architects, (who) will hold its annual architectural exhibit (what) open to the public (how) on March 9

(when) at the Central Museum (where)."

Following paragraphs should elaborate on the above, telling what will be included in the exhibit, number of entries, purpose of the exhibit, and other information that makes the article complete. The form for writing these articles will be given later in these pages.

In writing an article, remember to make your story simple and direct. News should be concise. Omit everything that does not contribute to the story.

The announcement of a regular Chapter meeting should be held to a few simple paragraphs while the article on the once-a-year exhibition or similar activity can be a full page or more.

In instance of the more important events, send a copy of your article to the major radio stations in your area, addressing them to the News Editor.

## How to Get an Article Printed

There are three tested methods of getting a story in print. These are (1) by letter, (2) by written article, (3) and by telephone.

Of the three, the written article is preferable.

Here is a working blueprint the TSA Chapter public relations and information chairman can use in publicizing Chapter activities:

**For regular Chapter meetings:** Prepare a short article, giving vital details—who, what, how, when, where—and mail a copy to each newspaper in the area of your Chapter's activities, addressing each to the City Editor. Mail them several days before the meeting.

**For special Chapter events** (election of officers, announcing competition winners, noted speakers, etc.): Write a letter to the City Editor of each newspaper giving vital information and inviting



them to send a reporter as the Chapter's guest. Include with each letter an article written in the newspaper style, outlined earlier to describe what is to take place. Mail these about two weeks before the event. About three days before the event, prepare another article with additional details or late developments and mail a copy to each paper.

Telephone the City Editor the day before the event and ask if he is sending a reporter. (If not, offer to cover it for him. In this case, telephone the city editor immediately following the event and give him the vital information on what went on.)

Whenever a reporter is sent to cover a Chapter activity, make sure you avail yourself to him to help with names and to provide other information he may have difficulty in obtaining.

### **Some "Do's and Don'ts"**

When writing an article, always use a typewriter and double space. Type your name, title, address and telephone number in the upper left-hand corner so the paper can contact you for any additional information it needs.

Remember to use names with correct spelling and initials in your article. Names make news.

Don't try to use social or advertising pressure to get your article printed. Even if the editor is a personal friend of yours, let him instigate any moves to favor you in the press.

Don't try to get a newspaper to print information that is not newsworthy. Learn to be a good judge of news. Never spread your facts too thin by overwriting or stretching an article out too far.

You can expect reasonable coverage of your annual architectural exhibit since it is important and happens only once a year. Your regular meetings will receive less attention unless a well-

known speaker is to appear, officers are to be elected or some similar important activity takes place.

### **A Sample News Release**

Bill Smith, Public Relations and  
Information Chairman  
Blank Chapter, American Institute  
Of Architects  
1234 Main Street  
MA-0465  
March 1, 1953

### **FOR IMMEDIATE RELEASE**

(leave three inches between this heading and the body of the article)

The Blank Chapter, American Institute of Architects, will hold its regular monthly meeting Tuesday at 7 p.m. in the Forest Country Club.

Principal speaker will be John H. Jones, president of the City National Bank, who will speak on "The Value of Architecture to the Community."

George B. Johnson, Chapter president, said the meeting will begin with a social hour, and dinner will be served at 8 p.m. He urged all members to attend.

### **Good Will Is Essential**

Good press relations are acquired over a period of time in which the Chapter representative obtains the trust and good will of the newspapers. Good press relations are essential for good public relations and must be carefully sought.

---

George Kirksey & Associates, TSA public relations counsel, who prepared this material in cooperation with the TSA public relations and information committee, invites the individual Chapters to contact them with specific problems they may be experiencing in their press relations. Address of George Kirksey & Associates is 2244 West Holcombe, Houston 25, Texas.



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## *What Others Are Doing*

COUNCILETTER, published by the California Council of Architects, reports recently on a new California bond issue to finance State building loans to distressed school districts. The bond issue, totaling \$185,000,000, has been placed on the November 4 ballot by the California state legislature. There are no restrictions on the money, other than the requirement that it be repaid. COUNCILETTER also reports an attack on architects by one California state senator. "This," it states, "points to our need for creating a better understanding by Legislators and by the public of the scope, cost, and value of architectural services."

The MONTHLY BULLETIN of the Michigan Society of Architects features for September the proposed new state capitol group at Lansing, Michigan, a multi-million-dollar project, and the work of Smith, Hinchman & Grylls, Inc., architects and engineers of Detroit and New York.

The Chicago Chapter and the Minnesota Association of Architects are co-operating to promote attendance at the annual Regional Conference of the North Central States District, AIA, November 7-8 in Minneapolis.

New York and Ohio architects, in particular, are being urged to enter their work along with artists and designers in the 17th Ceramic National, an exhibition of contemporary ceramics at the Syracuse Museum of Fine Arts, November 9-December 7. An architectural citation is being offered for the best use of ceramic sculpture as an integral part of an architectural project.



## News of the Chapters

**CENTRAL TEXAS**—Meetings were resumed September 15 after the summer vacation. The executive committee held a one-hour session before the regular Chapter meeting at the University Home Economics Tea House. The Chapter has distributed copies of the AIA Standards of Professional Practice to all members, according to the recommendation of the Professional Practices Committee, TSA.

**HOUSTON**—The first fall meeting was held at the Forest Club September 9, with officers of the Mechanical Contractors Association as guests. A report on group insurance for the Chapter shows total coverage at \$800,000 for all classifications. New applications as follows have been received: associate, Julius Victor Neuhaus, III, and Ann Ridgeway; junior associate, James Robert Goodrum. Members of the student chapter are concentrating on Europe, with Mr. and Mrs. Wm. Wiley Perry sailing October 17 for 10 months of study and travel under the Rice Traveling Fellowship; and A. R. Roberts already in England and planning to stay abroad 4-6 months.

**DALLAS**—The September meeting was postponed until September 21 so that members might meet with the judges of "Architecture—1952," an exhibit to be seen at the Texas State Fair. Members joined with the Dallas Chapter of the Texas Society of Professional Engineers in a field trip to the Lone Star steel plant in Morris County. The chapter continues to discuss the benefits derived from the August meeting with newly-elected public officials from the Dallas area. All TSA members have been circularized to obtain the maximum number of entries for "Architecture—1952."

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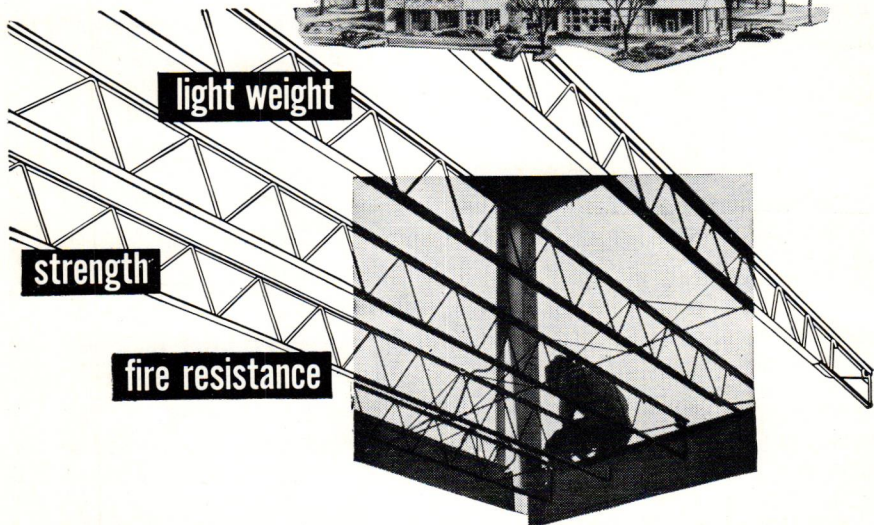
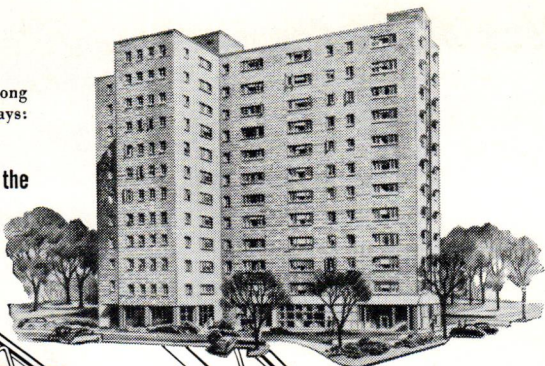
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Architect Henry Sprott Long  
of Long & Gatling says:

"We specified  
Truscon "O-T" Steel Joists for the  
Highland Tower Apartment  
Building to assure...



**H**undreds of structures such as the Highland Tower Apartments in Birmingham, Alabama, indicate the trend toward lower cost per square foot construction while assuring adequate strength and safety with Truscon "O-T" Steel Joists.

**Light Weight.** The light weight of Truscon "O-T" Steel Joist construction lessens the time and labor required for erection and also saves materials in the supporting framework and foundations. Every detail of joists and attachments has been perfected by practical experience to simplify installation and assure dependable results.

**Strength.** Wide, specially formed members for top and bottom chords impart stiffness to Truscon "O-T" Joists and keep them true to line. The continuous

steel web member, of uniform diameter throughout its entire length, is securely welded to the chords by means of high pressure electric automatic welding.

**Fire Resistance.** Fire tests prove that  $\frac{3}{4}$  inch of cement or gypsum ceiling plaster protects Truscon "O-T" Open Truss Steel Joist Construction against high temperatures. The majority of insurance rating bureaus have recognized the merits of this construction and have accordingly given it a first-class fireproof classification.

See SWEET's for complete specifications on Truscon "O-T" Open Truss Steel Joists. Write for illustrated literature describing the entire line of Truscon Building Products.



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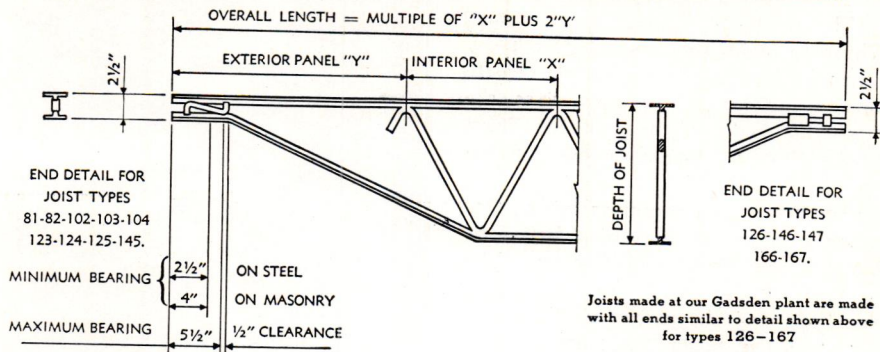
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# TRUSCON "O-T" OPEN TRUSS STEEL JOISTS — DIMENSIONS AND SECTIONS



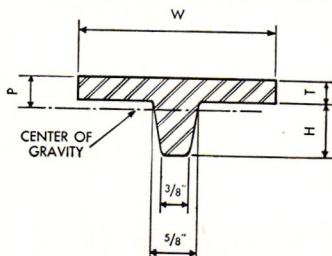
Joist Type	Nominal Joist Depth*	Top Chord Section	Bottom Chord Section	Web Plain Round Section	Interior Panel Dimension "X"	Exterior Panel Lengths Are Made in the Following Variable "Y" Dimensions, and with These Suffix Letters					
	Inches	Number	Number	Dis. In.	Inches	A	B	C	D	E	F
81	8	421	421	3/8	9	1- 2 3/4	1- 4	1- 5 1/2			
82	8	422	421	3/8	9	1- 2 3/4	1- 4	1- 5 1/2			
102	10	422	421	3/8	11 1/2	1- 4 3/4	1- 6 1/2	1- 7 1/2	1- 9 1/4		
103	10	423	422	3/8	11 1/2	1- 4 3/4	1- 6 1/2	1- 7 1/2	1- 9 1/4		
104	10	424	423	3/8	11 1/4	1- 4 3/4	1- 6 1/4	1- 7 3/4	1- 9 1/4		
123	12	423	422	3/8	13 3/8	1- 7 1/2	1- 8 3/8	1-10 1/8	1-11 1/2	2- 1 3/8	
124	12	424	423	3/8	13 3/8	1- 7 1/2	1- 8 3/8	1-10 1/8	1-11 1/2	2- 1 3/8	
125	12	425	424	3/8	13 3/8	1- 6 3/4	1- 8 3/8	1- 9 3/4	1-11 1/2	2- 0 3/8	
126	12	426	425	3/8	13 3/8	1- 6 3/4	1- 8 3/8	1- 9 3/4	1-11 1/2	2- 0 3/8	
145	14	425	424	3/8	15 3/4	1- 9 3/4	1-10 3/4	2- 0 3/4	2- 1 3/4	2- 3 3/4	2- 4 3/4
146	14	426	425	3/8	15 3/4	1- 9 3/4	1-10 3/4	2- 0 3/4	2- 1 3/4	2- 3 3/4	2- 4 3/4
147	14	427	426	3/8	15 3/4	1- 8 3/4	1-10 3/4	1-11 3/4	2- 1 3/4	2- 2 3/4	
166	16	426	425	3/8	17 3/8	1-11 3/8	2- 0 3/8	2- 2 3/8	2- 3 3/8	2- 5 3/8	2- 6 3/8
167	16	427	426	3/8	17 3/8	1-11 3/8	2- 0 3/8	2- 2 3/8	2- 3 3/8	2- 5 3/8	2- 6 3/8

\* All dimensions are subject to slight plus or minus tolerances.

**NOMENCLATURE:** The complete nomenclature of a joist is determined by combining the "Joist Type," number of interior "X" panels, and the proper suffix letter to indicate the exterior panel "Y" length.

**Example:** 125-08C represents a joist type 125 with 8 interior panels and exterior panels of "C" length, making an overall dimension of 12'-6 3/4". A nailer joist of similar type and length would be designated as 125W-08C.

## Truscon "O-T" Open Truss Steel Joist Chord Section Properties



Sections 421 to 427 Inclusive

Section Number	W	T	H	P	Area	About Horizontal Axis	
	Inches	Inches	Inches	Inches	Sq. In.	I	r
421	1 3/4	.125	3/8	.175	.391	.0078	.141
422	2 1/4	.129	3/8	.157	.478	.0089	.137
423	2 3/4	.143	3/8	.203	.572	.0184	.179
424	2 3/4	.203	3/8	.218	.707	.0243	.186
425	2 3/4	.248	3/8	.226	.870	.0305	.187
426	2 3/4	.258	3/8	.303	1.020	.0738	.269
427	2 3/4	.3125	3/8	.308	1.234	.0894	.269

## TEXAS TRUSCON SALES OFFICES

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## CONVENTION—

(Continued from Page 4)

The first big social event comes Thursday night, October 30, at 8 p.m., when El Paso building materials dealers and manufacturers' representatives are hosts for a dinner-dance at the Tivoli Night Club in Juarez, across the Rio Grande.

The convention continues Friday, October 31 with an 8 a.m. breakfast sponsored by the Acme Brick Company. The seminar resumes at 9 a.m. There is a luncheon and shopping tour in Juarez for the ladies, beginning at noon.

### Election of Officers

Friday business sessions continue with a 2 p.m. meeting with Albert Golemon of Houston, TSA vice-president, presiding. This will include new business, a report of the resolutions committee and the State Board of Architectural Examiners, and the election of officers. At 4 p.m. there is to be a meeting of the new officers and board of directors.

Dallas and San Antonio chapters of the Producers' Council are joint hosts for a cocktail party Friday at 7 p.m., at the Cortez Hotel. This will be followed, at 9 p.m., by the President's Dinner and Ball, also at the Cortez Hotel. During the dinner student competition awards will be made and the new officers will be introduced. This concludes the convention.



GLENN STANTON

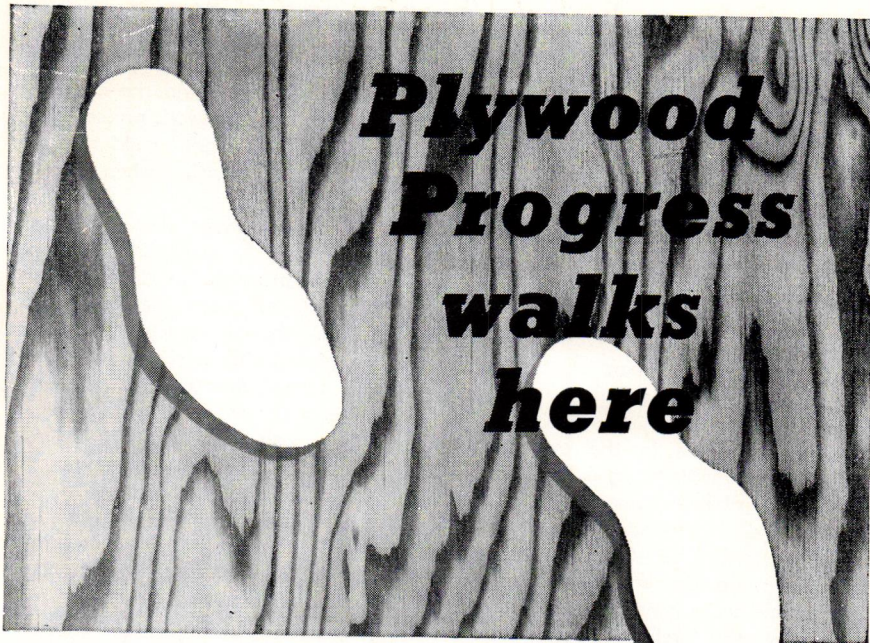
Glenn Stanton, president of the AIA, will be the keynote speaker at the opening session of the 13th annual TSA convention, set for 10 a.m. Thursday, October 30, at the Cortez Hotel in El Paso. Mr. Stanton, shown here at the New York convention of the AIA, changed a busy schedule to make an appearance at the El Paso meeting of the TSA. He will be introduced by President Herbert M. Tatum, who presides at the opening meeting as the convention gets under way.

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## Deferred Projects Planning in California

California's Alameda County may become proving grounds for a new community deferred projects planning campaign proposed by the California Council of Architects for communities where architectural and engineering skill is available for deferred work.

Considering the idea are the East Bay Chapter, AIA; the East Bay Structural Engineers Association and the Construction Industries Committee of the Oakland Chamber of Commerce. Working with these groups are members of the State Assembly Committee on Conservation and Planning.

The proposal is in the exploratory stage. Reason for its being is the scarcity of building materials, restrictions on financing and uncertainties of the time. These factors, the California group pointed out, are curtailing the demand for architectural and engineering services and at the same time forcing the deferment of

many needed projects, both public and private.

For the community and the client of the proposed deferred work projects, the realization of this work would mean a green light for expansion when restrictions are lifted.

Experience has shown that projects of many types may be planned well in advance of construction. In California, all but \$30,000 of approximately \$300,000,000 in post war projects by the state were completed without change. With restrictions, many public and private clients may be in a position to spend planning money now with actual construction being deferred and revenues continuing or increasing the building surpluses.

The State Assembly members working with the California group are considering the possibilities of state legislation in 1953 to make planning funds available for both state and local projects.

### Plywood Makers Sponsor \$20,000 Remodeling Contest

West coast plywood manufacturers are offering home owners \$20,000 in cash prizes in a new remodeling competition.

The competition, described by Douglas Fir Plywood Association as a "Room-for-Improvement" contest, is aimed primarily at the general public but it offers architects a worthwhile chance to try their hand at a design problem.

Eight local architects will be commissioned to design solutions to the remodeling problems posed by home owners.

### C. O. Chromaster Named To Conservation Group

C. O. Chromaster, TSA-AIA, president of the Texas Construction Council, has been named by Governor Allan Shivers to the state Water Conservation Committee.

## *Letters to Editor*

(Editor's Note: Frank Lloyd Wright pointed out at the New York convention of the AIA that less than 3% of U. S. buildings were designed by architects. The following letter concerns Mr. Wright's statement.)

Frank Lloyd Wright, when "deploring the less than 3% of U. S. buildings being designed by architects" might recall that fifty years ago the figure was 2%, which indicates a 50% increase. Maybe at that rate we will have nearly 5% of the buildings by 2000.

However, the 97% not by architects shows that there is no dearth of work ahead for architects—if they can get it.

Yours,

Goldwin Goldsmith.





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# 1952 CONVENTION OF TEX

El Paso, Tex

PRO

## Wednesday, October 29

4:00 p.m.—Registration, Lobby, Cortez Hotel.

6:00 p.m.—Pre-Convention Cocktail Party, for architects and their ladies and guests of the convention.

## Thursday, October 30

Registration continued, Lobby, Cortez Hotel.

10:00 a.m.—Opening business session, president Herbert M. Tatum presiding. Invocation. Welcoming address by Louis Daeuble, President El Paso Chapter. Greetings from City of El Paso. Keynote speech by Glenn Stanton, President A.I.A. Secretary-Treasurer's Report by Jack Corgan. President's annual report by Herbert Tatum. Nomination of officers.

12:00 noon—Ladies luncheon, El Paso Country Club.

12:30 p.m.—Men's luncheon, Cortez Hotel.  
Address by Carl Hardin, TSA legal counsel.

2:00 p.m.—Seminar: Structural Resources for Architectural Design. Principal speaker, Richard J. Neutra, Los Angeles, California. Panel discussion, Charles Granger, Austin, moderator; Richard J. Neutra, Buford L. Pickens, New Orleans, Louisiana, John Gaw Meem, Santa Fe, New Mexico, Don Barthelme, Houston, Texas.

4:30 p.m.—Critique of Student Design, Featherlite Corporation Competition.

8:00 p.m.—Dinner and Dancing Party, Tivoli Night Club-Cafe in Juarez.  
Host: El Paso Building Material Dealers and Manufacturers representatives.

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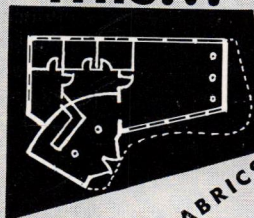
October 29-31

M

## Friday, October 31

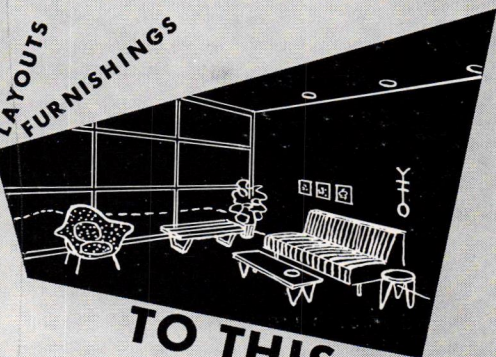
- 8:00 a.m.—Breakfast, Cortez Hotel—Host: Acme Brick Company.
- 9:00 a.m.—Seminar continued with principal speaker Buford L. Pickens. Panel discussion, Charles Granger, moderator; Buford L. Pickens, Richard J. Neutra, John Gaw Meem and Don Barthelme.
- 12:00 noon—Luncheon and shopping tour in Juarez for ladies.
- 2:00 p.m.—Business session with Albert Golemon, vice-president, presiding. New Business. Report of resolutions committee. Report of State Board of Architectural Examiners and election of officers.
- 4:00 p.m.—Meeting of new officers and board of directors.
- 7:00 p.m.—Cocktail party, Cortez Hotel, with Producers Council (Dallas and San Antonio Chapters) as host.
- 9:00 p.m.—President's dinner and ball, Cortez Hotel. Includes presentation of competition awards and introduction of new officers.

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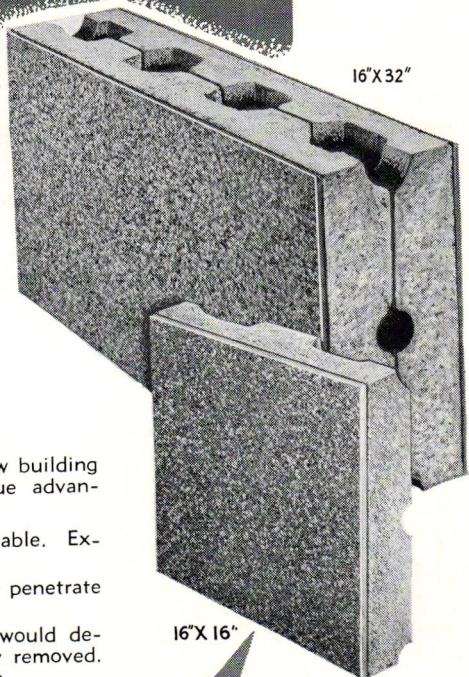
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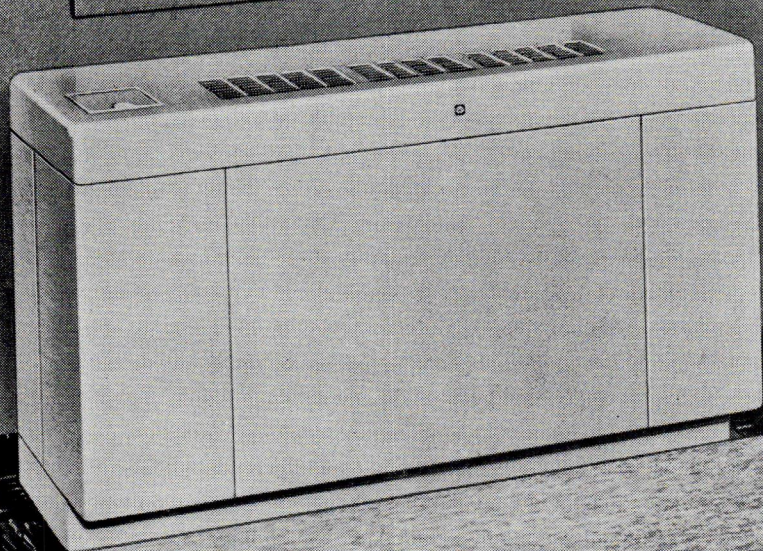
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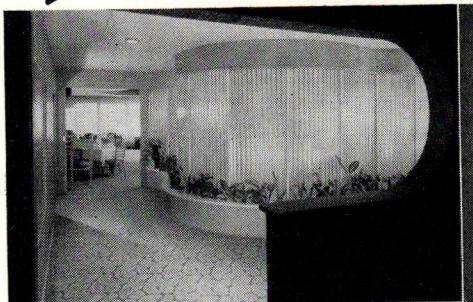
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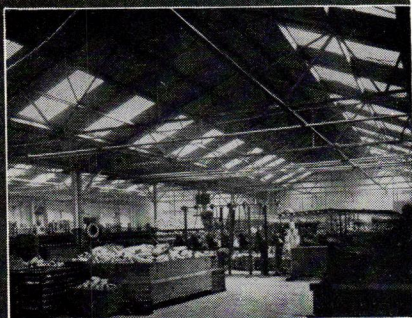
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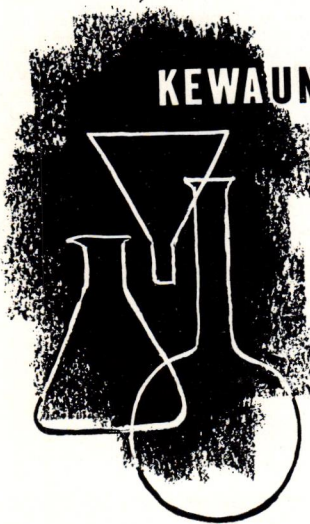


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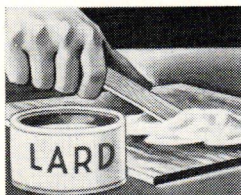
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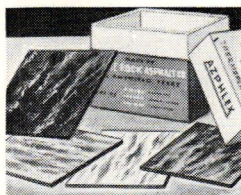
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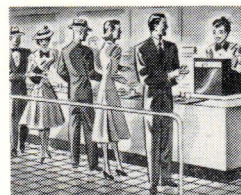
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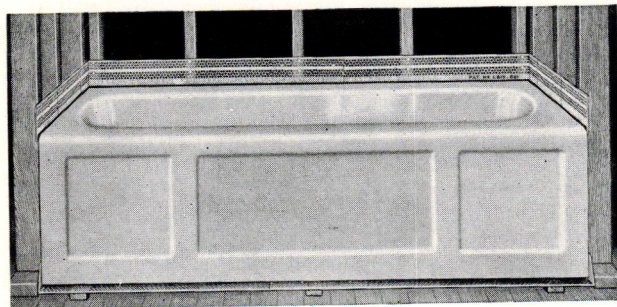


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Builder, architect, and contractor organizations of all kinds can get remodeling information from a new 35-minute color film, "The Professor Was A Salesman," just released by the Insulation Board Institute. It tells the plant fibre-to-finished-product story of insulation board materials. Advance showings of the new film will be made upon request, at no expense by the Insulation Board Institute, 111 W. Washington, Chicago 2, Ill.

### Victor Probst Resigns As State Hospital Architect To Join New Austin Firm

Victor G. Probst, formerly architect for the Hospital Division of the State Health Department, resigned effective September 1 to form the partnership of O'Connell & Probst. The new firm, with offices in Austin, will specialize in architecture and hospital consultation.

The new architect for the Hospital Division is H. W. Phillips, Jr., formerly with Gill and Harrell in Dallas.

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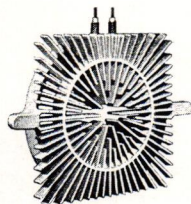
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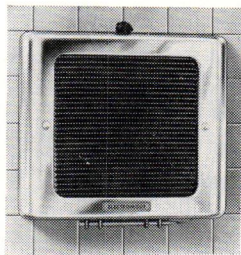
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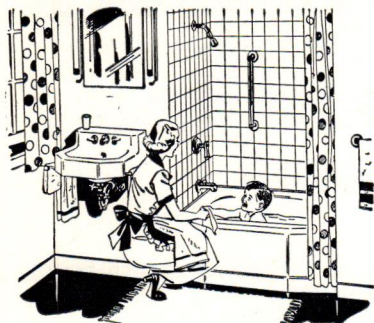


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Harwell H. Harris, TSA-AIA, director of the University of Texas School of Architecture, will be a visiting critic at Yale University from November 16-December 20.

Mr. Harris will supervise an advanced design class as it works on a special problem.

## Special Memorandum On Texas Architects' Week Will Be Sent Chapters

A special memorandum on Texas Architects' Week for 1953 is already in preparation and will be distributed to TSA chapters this fall.

The memorandum is being sent out almost six months before the annual week launched in 1952 in order that individual chapters may begin their planning well in advance.



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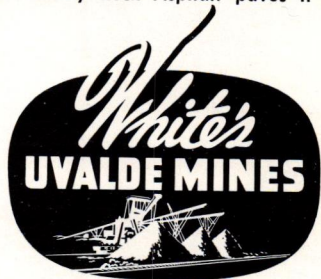
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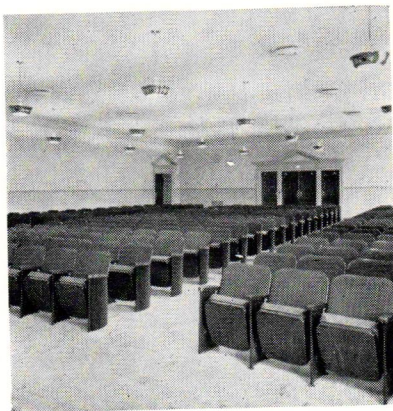
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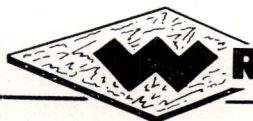


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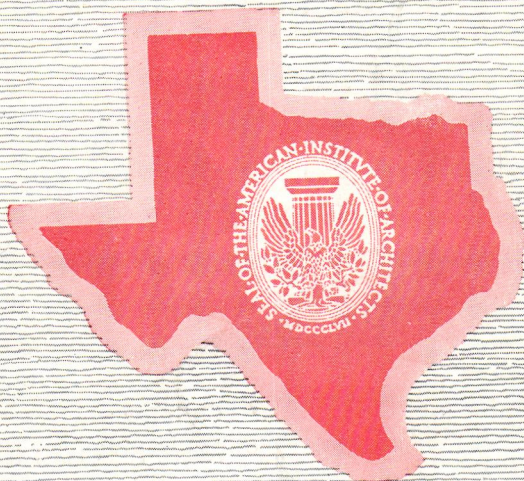


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